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Abstract of the Disclosure

Techniques for using latent semantic structure of textual content ascribed to the items to provide automatic recommendations to the user. A user inputs a selected item and, in turn, a latent semantic algorithm is applied to the user selection and the

5   textual content of the items in a database to generate a conceptual similarity between the selection and the items. A set of nearest items to the selected item is provided as a recommendation to the user of other items that may be of particular interest or relevance to the user's original selection based upon the conceptual similarity measure.